



City of Alexandria & Alexandria Transit Company

Comprehensive Operational Analysis Stakeholder Meetings

Presented by:

TRANSPORTATION MANAGEMENT & DESIGN, INC.
MEETINGS AND EVENTS OF DISTINCTION, LLC.



1

Project Background

2

Project Approach

3

DASH Overview

4

Discussion Questions

- Last major study conducted 5 years ago
- Ridership has continued to grow
- Several recent transportation studies completed in the region
- TMD, Inc. will lead bus plan with several local team members

WHY DO A COA?



Comprehensive Operational Analysis of
DASH Fixed Route Transit System

- Opportunity to:
 - Collect a complete set of new data
 - Improve ridership
 - Engage the community
 - Develop and prioritize short and long range plans to improve the quality, efficiency, and effectiveness of the DASH fixed route transit system



PROJECT APPROACH



Comprehensive Operational Analysis of
DASH Fixed Route Transit System

- Bus network: build off what's working well
- Build off of previous studies (land use and development, transportation investments, etc.)
- Gather input from Alexandria residents/ stakeholders on how transit can best serve their needs
- Develop a plan owned by the community
- Include recommendations for expanded service options as new funding becomes available

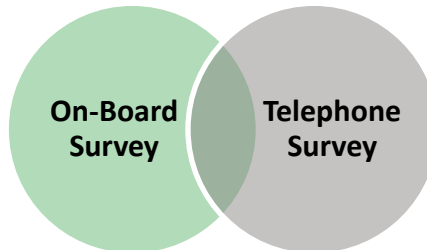
1. Data Collection
2. Market Analysis
3. Service Evaluation
4. DASH Transit Plan
5. Stakeholder and Public Involvement

1. DATA COLLECTION



Comprehensive Operational Analysis of DASH Fixed Route Transit System

- Previous reports and data
- 100% system-wide ridership and on-time performance data will be collected at each DASH stop
- On-Board Passenger Survey
- Telephone Survey



San Francisco
TRIP SURVEY SHEET

Line #: 14 Inbound
Day Type: Weekday
Block ID: 20118
Driver ID / Trip#: TC-18 318885
Vehicle #:

Checker Shift ID / Name: TC-18A
Survey Date:
Report Time:
Scheduled Trip Start Time: 06:40 AM
Weather:

Stop	Stop Name	Off			On			Load	Time Arriving at Stop	Time Leaving at Stop
		Passengers	Wheelchairs	Bicycles	Passengers	Wheelchairs	Bicycles			
Example Stop	Example Stop	12			12			29	14:35	14:37

To record at trip start: Passenger Load

To record at trip end: Passenger Load

2010 Big Blue Bus RIDER SURVEY

Please complete this survey and return it to the conductor or any Big Blue Bus driver. Confidentiality is guaranteed.

1. What is your first name? _____

2. What is your last name? _____

3. What is your age? _____

4. What is your gender? _____

5. What is your occupation? _____

6. How often do you use the bus? _____

7. How long have you lived in the area? _____

8. How long have you lived in the area? _____

9. How long have you lived in the area? _____

10. How long have you lived in the area? _____

11. How long have you lived in the area? _____

12. How long have you lived in the area? _____

13. How long have you lived in the area? _____

14. How long have you lived in the area? _____

15. How long have you lived in the area? _____

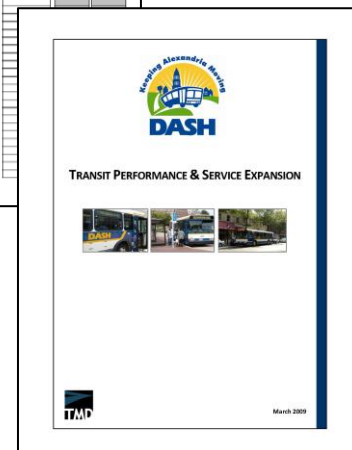
16. How long have you lived in the area? _____

17. How long have you lived in the area? _____

18. How long have you lived in the area? _____

19. How long have you lived in the area? _____

20. How long have you lived in the area? _____



2. MARKET ANALYSIS



Comprehensive Operational Analysis of
DASH Fixed Route Transit System

- Identify linkage of underlying market conditions for:
 - Increased DASH ridership
 - Detecting unmet mobility needs
 - Building network synergy
- Analysis will include:
 - Consumer market segmentation
 - Area population, demographics, and employment
 - Travel patterns
 - Transit competitiveness
 - Key destinations
 - Future developments

3. SERVICE EVALUATION



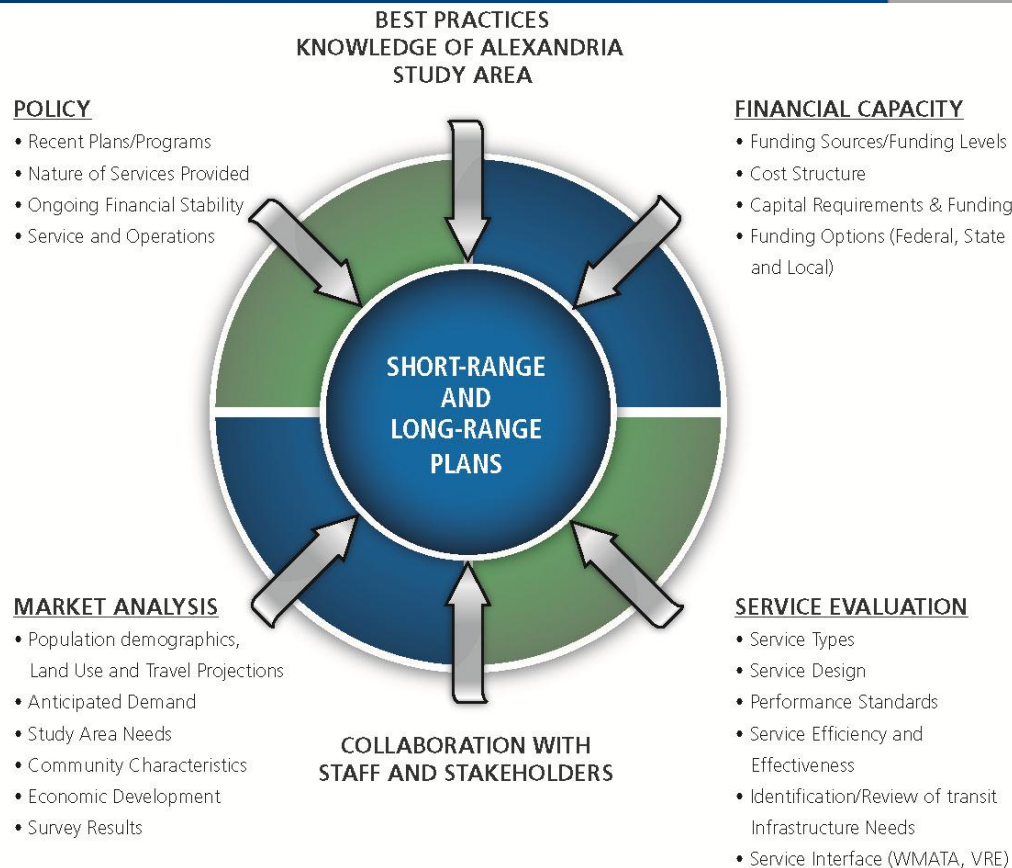
Comprehensive Operational Analysis of
DASH Fixed Route Transit System

- Identify what's working well and why?
- Identify what needs improvement and why?
- Understand historic trends within and around the system
- Identify ridership patterns and productivity by route
- Conduct financial performance analysis
- Evaluate the customer experience

4. DASH TRANSIT PLAN



Comprehensive Operational Analysis of DASH Fixed Route Transit System



5. PUBLIC INVOLVEMENT



Comprehensive Operational Analysis of
DASH Fixed Route Transit System

- Stakeholder interviews
- Public meetings and workshops
- Drop-in sessions at transit hubs
- Project presence in local media & online



*Listening, informing,
generating interest*

DASH KEY OPERATING STATISTICS



Comprehensive Operational Analysis of
DASH Fixed Route Transit System

Fiscal Year	1985	2000	2012
Ridership	923,405	2,521,925	3,854,945
Buses	17	47	78
Miles Operated	522,705	1,194,507	1,618,986
Hours Operated	37,500	82,719	126,582
Passengers/mile	1.8	2.3	2.6
Passengers/hour	24.6	30.3	30.5

SYSTEM ROUTE MAP



Comprehensive Operational Analysis of
DASH Fixed Route Transit System

- 10 Routes
- King Street Trolley
- 3.8 Million Annual Passengers (2012)
- 73 buses, 5 trolley buses



DISCUSSION QUESTIONS



Comprehensive Operational Analysis of
DASH Fixed Route Transit System

- What is your knowledge and/or experience with DASH?
- What do you see is DASH's role in the Alexandria community?
- How important is it for DASH to improve how often the buses run (time between buses) on key routes to achieve more of an “urban – spontaneous use” level of service?
- Should DASH expand to provide service beyond the city limits to other destinations? What places are most important to connect to?

DISCUSSION QUESTIONS



Comprehensive Operational Analysis of
DASH Fixed Route Transit System

- When you reflect on DASH's, current service, what additional areas or services should DASH focus on in the future?
- If additional funding was available, how would you like to see these funds invested to expand service to the City of Alexandria?
- What other thoughts or observations would you like to share with us about DASH?

NEXT STEPS



Comprehensive Operational Analysis of
DASH Fixed Route Transit System

Data Collection

Winter/Spring 2013

Analysis

Spring/Summer 2013

Plan

Fall 2013